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ABSTRACT

Guidelines for implementing and operating a school breakfast program in New York are provided in this document. Following an introduction that explains the need for school breakfast programs, sections describe program history, meal pattern requirements, eligible participants, and available state and local financial assistance. Program requirements are described for the approval procedure; nutrition standards and pupil service; reports and records; and food service operation and supervision. Recommendations are made for increasing parent and student involvement. The next section examines perceived barriers to breakfast programs and concludes that a program can be run without causing major disruption if commitment is high. Strategies for merchandizing the program are described in the next section. The conclusion notes that the correlation between breakfast and good health, development, and educational performance makes school breakfast programs a priority. Answers to 15 commonly asked questions are provided in the final section. The appendix contains school breakfast meal patterns, sample menus, forms for student and parent surveys, an outline of a speech to a parent group, and sample news release. (LMI)

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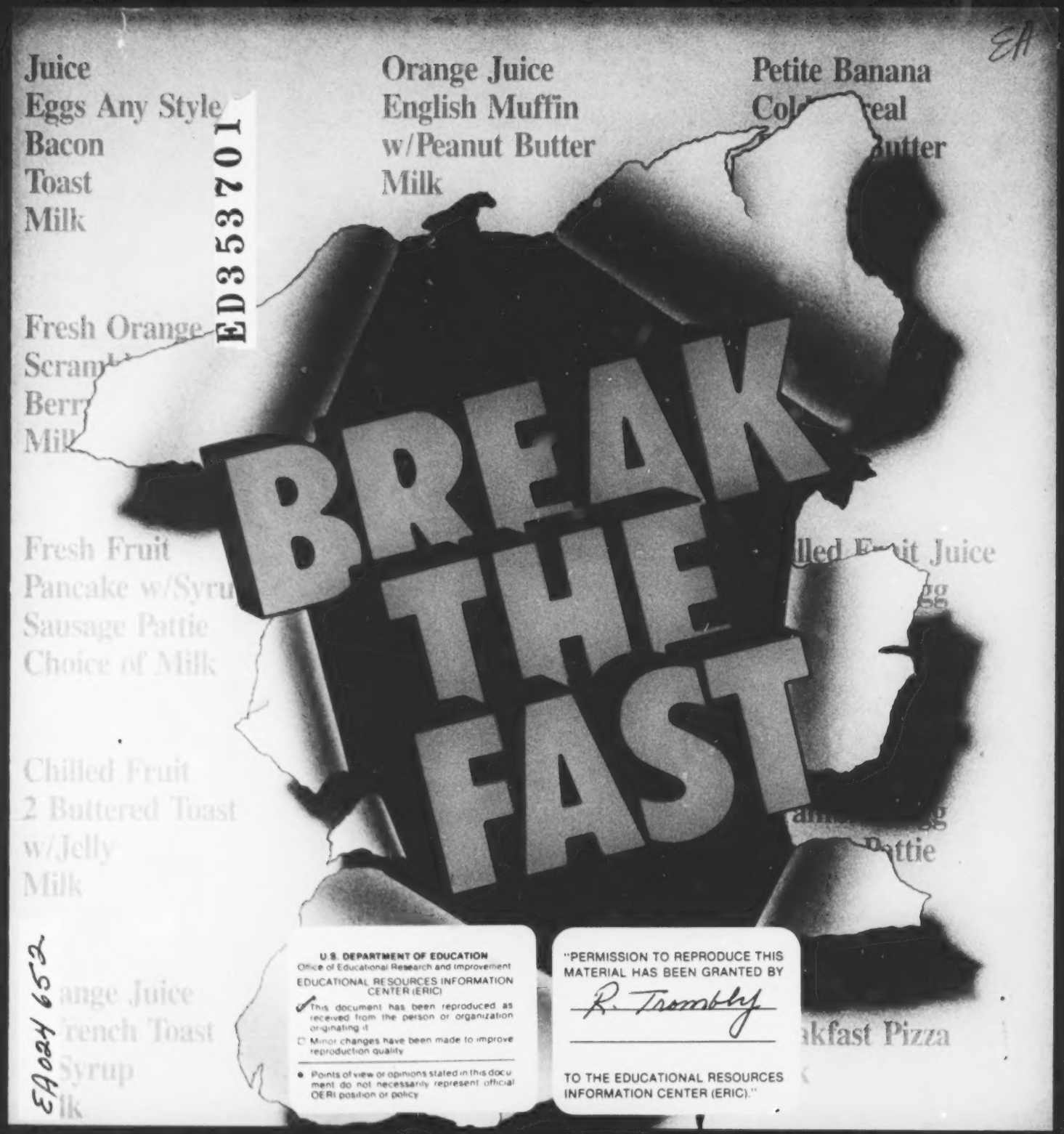

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A GUIDE FOR SCHOOL BREAKFAST PROGRAMS

NEW YORK
THE STATE OF LEARNING

The University of the State of New York
The State Education Department
School Food Management and Nutrition
Albany, New York 12234

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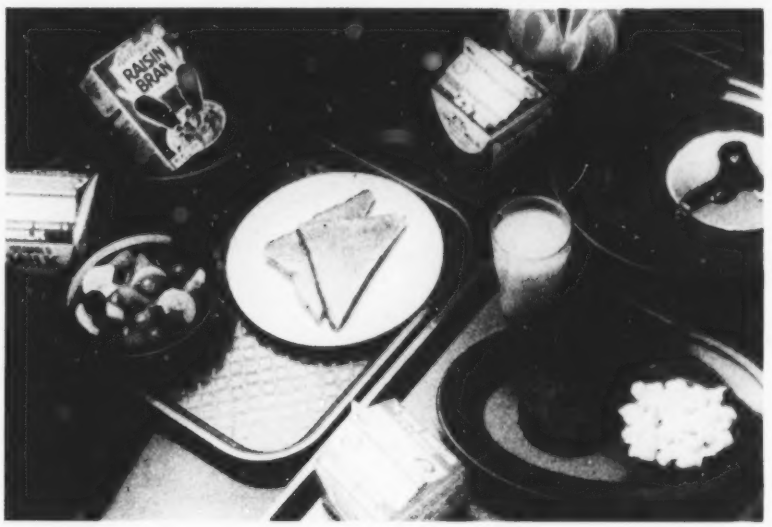
INTRODUCTION

Family life in the 1990s is very different from the life-style Americans had in an earlier, more rural, less complex society. Today, families depend on the community, especially schools, to provide services once found only at home. As circumstances change and meal time occurs away from home more and more often, the school, by default, takes on the role of the responsible parent or guardian in providing "what's best" for children. Along with teaching values, forming communication skills, and providing before and after school child care, schools are now serving one, two, and even more meals to students. The development of good, healthful eating practices, which will be the foundation for good life-style habits, are important lessons for our nation's school children now being reinforced in the school cafeteria setting.



As family and community life change, school-age children are discouraged or prevented from consuming breakfast at home. Many factors indicate the need for the availability of breakfast at school including:

- Time has become precious and scarce. Students must make choices regarding their use of time, especially in the early morning hours. Bus schedules, which must accommodate the housing growth of communities, the realignment of school districts, and/or the increase of transportation services offered by school districts, often result in very early pickup times and long rides to school by children.

- The emphasis on physical appearance and grooming affects children at younger and younger ages, so that, for many, more time in the morning is needed to "look good" for school.

- An economy dependent on more than one income source is accepted as the norm by an increased number of families. As a result, the role of homemaker and nurturer is often shared by all family members, and children are frequently expected to provide meals for themselves or siblings. However, because of limits on time and their abilities, breakfast is often poor or skipped entirely.

- The prevalence of single-parent households and work schedules outside the home impinge on shared family time and can result in the responsibility for meals falling upon children. Responsibilities that once were shared by two parents, such as shopping for food and preparing meals, now frequently fall on one parent to manage.

- Children are taught at home, as well as in school, to make their own choices. The choice of what they eat, as well as when they eat, is supported and even encouraged. Many parents

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have reared their children with the expectation that choices of food items will always be available. Variety may not be attainable on a daily basis, and could lead to children opting not to eat breakfast.

- Today more meals than ever before are eaten away from home. Consequently, children may prefer the social setting of eating breakfast in school with their friends, rather than the quiet and sometimes solitary setting for breakfast at home.

- As the number of school and community activities offering enrichment experiences for children's lives have grown, priorities are set that sometimes infringe on mealtime. The early hours on school days are often used for meetings, sports training, music rehearsal, etc.

- Families in lower income brackets are having an even greater difficulty providing nutritious, well-balanced meals to their children. For many, lunch at school has become the main meal of the day. For some, it is the only meal of the day. However, one good meal at lunchtime does not ensure adequate nutrients for growth and development.

Each of these factors supports the need to have breakfast available for all school children in school daily.

Investing in proper development of children is an investment in the future of our nation. We must remember that all children, not just those eligible for free and reduced price meals, need to have access to a breakfast program. Peer group influence alone will make children want to include themselves in a program, when they see others enjoying it. If the program accommodates or is merchandised only to children from needy families, these children may feel stigmatized and will not access the meals they so desperately need. A program aimed at providing for all the children is the best assurance of reaching any segment of the school population.

The link between a good breakfast and learning was shown in a study conducted in Lawrence, Massachusetts, in 1988. Students eating breakfast in school showed a 20 percent improvement from one year to the next on the California Test of Basic Skills, compared to students with no access to the breakfast program. In addition, school breakfast reduced tardiness and has the potential to reduce high school dropout rates related to absenteeism and low reading ability. The link between breakfast and learning cuts across all economic lines.

The State Education Department supports the position that the School Breakfast Program should be an integral part of every school's total education program.

SCHOOL BREAKFAST PROGRAM

History

The School Breakfast Program began as a pilot project under the Child Nutrition Act of 1966 (Public Law 99-591). It was targeted for poor areas and locations where children had to travel a great distance to school. In 1971, Congress expanded the breakfast program to include those schools where there was a special need to improve the nutrition and dietary practices of children with working mothers and children from low-income families. In 1975, the program was made available to any school wishing to participate. In May 1989, the meal pattern was increased from three to four components to increase the iron and vitamin A content of the meal. Public Law 99-591 also allowed schools, with School Board approval, the discretion of allowing students to select a minimum of three out of the four items offered.

What Are The Meal Pattern Requirements?

The School Breakfast Program is designed to provide children with an easily prepared meal in the early morning hours of the school day. The School Breakfast must contain the following four meal components:

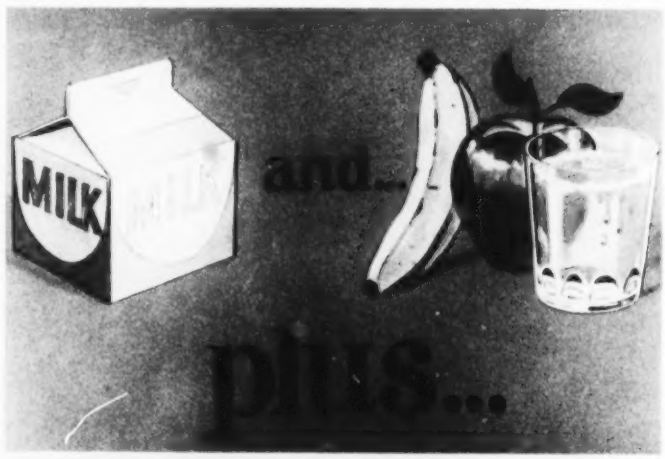
A 1/2 pint serving of fluid milk
A 1/2 cup serving of fruit or vegetable, or full-strength fruit juice or vegetable juice

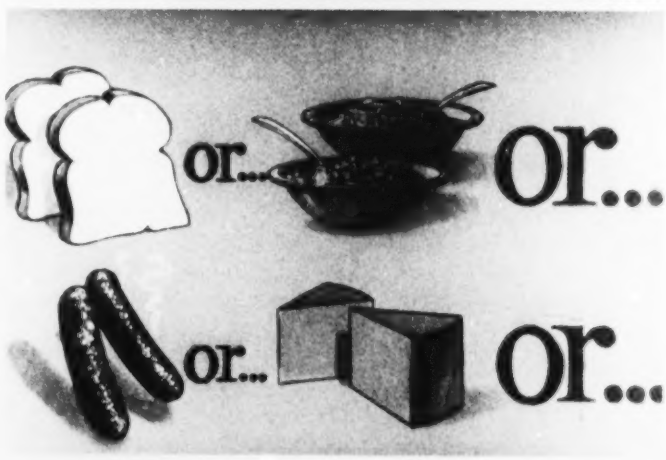
PLUS

Two servings of bread/bread alternate

OR

Two servings of meat/meat alternate





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OR

One serving of meat/meat alternate

AND

One serving of bread/bread alternate

With board approval, a school may implement the Offer Vs. Serve provision intended to reduce food waste. Under this option, each school must offer every student all four components in the breakfast meal pattern, and the student can refuse any one of the components offered. A student's decision to accept all four food items or to decline one of the four food items must not affect the price charged for breakfast.

Who Can Participate in the School Breakfast Program?

The School Breakfast Program was designed to meet nutritional requirements at or close to the beginning of the school day for:

- students of high school grade or under enrolled in an educational unit;
- students in any public or nonprofit, nonpublic classes of preprimary grade when they are conducted in an educational unit of high school grade or under;
- students who are mentally or physically handicapped who participate in a school program established for the mentally or physically handicapped; and
- persons under age 21 enrolled in a public or nonprofit, nonpublic institution or center operating principally for the care of children. Ineligible facilities include residential summer camps which participate in the Summer Food Service Program for Children, Job Corps centers funded by the Department of Labor, and private foster homes.

Schools currently participating in the School Breakfast Program may not participate in the Special Milk Program, except for half day kindergarten and pre-K students who do not have access to the School Breakfast Program.

The School Breakfast Program is mandated by State law in New York State's five largest cities which have school district enrollments of 125,000 or more: New York, Buffalo, Rochester, Syracuse, and Yonkers.

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Program Funding

School Breakfast is made affordable for all families by cash reimbursements paid to the school from State and Federal funds. This reimbursement is based on eligibility determined by income guidelines established by the Federal government each year. All students eligible for free or reduced price lunches are automatically eligible for free or reduced price breakfasts. Reimbursement rates are usually revised on July 1 of each year and are established for each category of student participating in the program, e.g., free, reduced price, or paid. Additionally, different rates are paid for schools categorized as "Regular Rate" or "Severe Need Rate." Contact the Special Aids Unit for current rates.

The School Food Authority will receive Federal and State monies monthly based on the number of free, reduced price, and full price breakfasts served to students during the prior month.

Severe-Need and Regular Reimbursement

Severe-need rate of reimbursement is paid to the school food authority (SFA) for individual, qualifying school buildings. Severe-need reimbursement is authorized when at least 40 percent of the total lunches served two years prior to the current year were free or reduced price. The cost of preparing and serving the breakfast must equal or exceed the severe-need rate of reimbursement at the end of the fiscal year. If not, an adjustment or reclaim will be made back to the actual cost of the breakfast or the regular reimbursement rate, whichever is greater. Under severe-need reimbursement, a school may not receive more funding per breakfast than the actual cost of preparing and serving the breakfast. Breakfast cost information must be reported semiannually. If it is not, the severe-need rate will be discontinued and the regular rate will be paid.

Reimbursement at the regular rate does not require the submission of costing information.

Financial Assistance for Starting a School Breakfast Program from New York State

(Full-Cost Reimbursement)

New York State provides full-cost reimbursement to public schools during the first year of operation to offset start-up costs the school may incur. In the first year of a new breakfast program, a school may apply by submitting an application with a plan specifying the proposed costs.

This full-cost reimbursement is available on an individual school basis as programs are initiated. Upon approval of this plan by the State Education Department, New York State will reimburse the school district for these expenses, if the actual annual cost of the school breakfast program exceeded the program's income from:

1. paid and reduced price breakfast sales
2. ala carte sales
3. State and Federal reimbursements

This payment will be made after all available reimbursement has been applied to the costs of the program, usually in October–December of the following school year.

The application for State full-cost reimbursement must include three copies of the breakfast application for each school building containing:

- Sponsoring Agency name, address, and telephone number
- Recipient Agency name, address, and telephone number
- grade span and enrollment, with breakdown of number eligible for free, reduced price, and full price (paid) meals
- current subsidized programs
- type of food service operation — on-site preparation or satellite
- anticipated start-up date
- proposed service starting and closing times
- proposed price to be charged to paying students and adults
- proposed staffing plan
- estimated monthly costs for food, labor, and miscellaneous
- four-week cycle menu
- detailed description of equipment needed
- original signature of superintendent or president of school board or chairman of the community school district or officer of the corporation.

Full-cost breakfast reimbursement may not be used to expand existing programs. Once a building is approved for full-cost reimbursement, it must remain in the program through the end of the school year (June) in order to qualify. While public schools are encouraged to apply for breakfast full costs, they are not required to do so. However, the additional costs are not reimbursable without the submission of an approved plan.

The Special Aids Unit will add indirect costs to the costing information submitted on the costing report. A school district's indirect cost rate is obtained through the Categorical Aids Unit. As a result of this additional cost calculation after the claim is submitted, the amount of full-cost reimbursement will usually not agree with the amount shown on the claim form. When the indirect cost rate is added, the program costs are increased, generating additional revenues to the program.

Financial Assistance for Starting a School Breakfast Program from USDA

(Federal Breakfast Grants)

Breakfast start-up grants are currently available from the United States Department of Agriculture (USDA) to schools implementing a new breakfast program. If approved, the grant is available beginning the following school year providing the school agrees to maintain the program for at least three years.

The grant may be used for nonrecurring costs, such as equipment, training new or existing staff, and outreach efforts that publicize new school breakfast programs. These monies may not be used for salaries and fringe benefits of existing staff, food, other recurring costs, or to expand an existing program.

Although priority for the grant is given to schools identified as having a large population of eligible free or reduced price students, it is suggested that all public and nonpublic schools planning to implement a breakfast program file an application.

The application for a Breakfast Grant must include:

- two copies of the application for each school building starting a program
- Sponsoring Agency name, address, and telephone number
- Recipient Agency name, address, and telephone number
- total school enrollment, with breakdown of number eligible for free, reduced price, and full price meals
- grades in school building that will participate in program
- estimated participation, with breakdown of free, reduced, and full price participation
- anticipated start-up date
- full explanation of reasons a school breakfast program has not been implemented previously
- full explanation of how grant money will be used to overcome these barriers
- answer as to whether the School Breakfast Program will/could be started without the award of the grant money
- agreement to operate the School Breakfast Program for three years, maintain and report participation data as requested, and submit summary data of program to the New York State Education Department
- original signature of superintendent or president of school board or chairman of the community school district or officer of the corporation
- total amount of money requested, with a justification of all costs identified as needed to start the program.

Approved Breakfast Grants funds or monies must be obligated and expended in accordance with the agreement between the State agency and the school food authority. Grant monies can only be used in approved schools for activities/expenses described in the budget estimate. If the school food authority determines that it will be unable to expend all start-up grant funds, the funds must be returned to USDA. As with all grant programs, application deadlines must be adhered to.

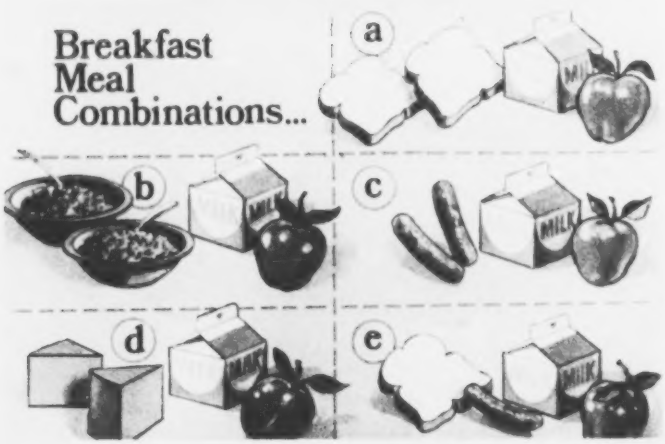
Program Requirements

Approval Procedure

Applications for the School Breakfast Program are available from the Field Service Teams of the State Education Department. Documents which must be submitted for program approval include:

- New Program Sponsor Form
- School Breakfast Agreement (3 copies)
- Free and Reduced Price Policy statement including public announcement, parent letter, and collection procedure
- Program Application/Renewal (3 copies)

Public schools requesting full-cost reimbursement must complete three copies of the application for Full-Cost Reimbursement.



Meal Pattern

Schools must plan and serve breakfasts which meet meal pattern requirements. Monthly menus must include all four components of the breakfast meal pattern.
See pages 3-4 for additional description of the requirements for breakfast.

Nutrition Standards and Pupil Service

All schools participating in the School Breakfast Program must:

- Serve breakfasts which meet the required nutritional standards.
- Implement the district meal policy for determining eligibility for free and reduced price meals.
- Provide free and reduced price breakfasts only to students determined by the local school authority to meet the criteria as specified in the districtwide meal policy.
- Charge students who do not meet the eligibility requirements the established selling price for breakfast.
- Prevent the overt identification of students who qualify for a free or reduced price breakfast.
- Make breakfast available to all students attending a participating school.
- Price the breakfast as a unit. A reduced price breakfast price must not exceed 25 cents.

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- Serve breakfast during a period designated by the school as the breakfast period. Times must be specified on the breakfast application.

Records, Reports, and Funding

All schools participating in the School Breakfast Program must:

- Obtain meal counts by category (free, reduced price, and full price) at the point of service for claiming purposes
- Maintain full and accurate records of the School Breakfast Program for expenditures for food, labor, and all other items.
- Claim reimbursement for student breakfasts served at the assigned rates.
- Use program income only for program purposes.
- Submit claims for reimbursement according to procedures established by the State agency no later than the 10th day of the month following the claim month.
- Report all breakfast income and expenditures as required by the Child Nutrition Reimbursement Unit.
- Charge adults the full cost of the breakfast based on one of the following formulas, whichever yields the highest price:
  - highest student breakfast selling price, plus paid reimbursement rate, plus commodity entitlement, plus tax
    or
  - free reimbursement rate, plus tax
    or
  - cost, plus tax.
- Upon request, make all accounts and records pertaining to the School Breakfast Program available to the State agency and the United States Department of Agriculture for audit or administrative review at a reasonable time and place.

Food Service Operation/Supervision

Schools participating in the School Breakfast Program must:

- Obtain State Education Department approval of the management company contract when the program is not self-operated.
- Provide for student supervision during the breakfast period.
- Designate a qualified person to coordinate the program for the district.
- Observe and comply with all applicable labor laws and the Civil Rights Act of 1964.
- Maintain proper sanitation and health standards in compliance with all applicable local laws and regulations regarding the storage, preparation, and serving of food.
- Supervise school breakfast operations to ensure compliance with all terms of the agreement with the State agency.
- Operate a nonprofit breakfast program.

Program Recommendations

Student and Parent Involvement

Parent/student support results in increased participation and community satisfaction. Therefore, we suggest that schools:

- Devise a program of student involvement relating to menu planning, program promotion, and related support activities.
- Devise a program for parent involvement to help link the endeavors of the home and classroom with the school breakfast program.

Perceived Barriers to Breakfast Programs

Despite the recognition that many children come to school every day without receiving a nutritious breakfast, resistance to implementing School Breakfast Programs continues to occur. One of the most common reasons for this resistance is philosophical. Many school administrators, as well as board members, believe that the responsibility for breakfast should remain in the child's household. They believe that the extent of the school district's role in breakfast should be to educate students, and perhaps parents, as to the need for a good breakfast at home. Many believe that by including nutrition education in classroom instruction, the problem of undernourishment can be curtailed. However, this reasoning does not address the fact that many families, especially those who are less advantaged, are having financial difficulty providing adequate amounts of nutritious food at home.

In a recent study of junior and senior high school students, "Food Fight: A Report on Teenagers' Eating Habits and Nutritional Status, 1984," 40 percent responded that they skipped breakfast frequently or always. While these students may have been taught the health benefits of good nutrition and well-balanced meals, education has not been able to overcome the obstacles to a good breakfast.

Besides philosophical resistance, the school may need to address problems involved in the day-to-day operation of a breakfast program. These include:

1. ***Finances.*** Initiating a program can seem expensive, due to increased food and labor costs, as well as the need for additional food preparation, storage equipment, and supplies. However, addressing this concern is easier when one realizes that:
   - Financial aid is available to public schools through New York State's full- cost reimbursement process. Also, the USDA is currently providing school breakfast start-up grants to public and nonprofit private schools. These funds may cover all one-time start-up costs for promotional activities, outreach, and equipment.
   - Many facilities already have the equipment needed for a breakfast program in place for lunch, equipment which may not be used at the hour of the day that breakfast would be prepared.

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2. ***Labor and Equipment.***

   - Food can be prepared in a central kitchen and satellited to serving locations having little or no equipment.
   - The breakfast menu may be designed to require little or no cooking, so that even buildings without cooking equipment can operate a program.
   - Refrigerated food items such as milk, juice, or bakery goods can be delivered daily so that extensive refrigerated storage is not needed.
   - Labor schedules can sometimes be adjusted, so that breakfast staff are brought in earlier without increasing total labor hours. As more convenience foods are used to prepare lunch, or enrollment decreases in a school building, the breakfast program may prevent the need to cut back on staffing levels.

3. ***Time and Bus Schedules.*** Many school districts are already limited in the amount of discretionary time available during the school day, and feel that a breakfast period would take additional time away from learning opportunities. While this is often true, it should be pointed out that:

   - Existing programs have shown that breakfasts can be consumed in only 10 to 15 minutes.
   - Some schools have accommodated time for breakfast by having students consume breakfast in their homeroom, so additional time is not added to the day. Homeroom duties are carried out as the students eat breakfast.
   - Serving breakfast in the classroom, or allowing students to bring food to the classroom, also allows some classroom duties to be taken care of while the students are eating breakfast.
   - Parents are frequently dropping their children off at school or at a friend's house on their way to work, to wait for school to open. These students may be better cared for by allowing them to enter school and have breakfast in a supervised area.
   - Bus schedules are adjusted annually to accommodate changes in enrollments and may be adjusted to accommodate breakfast.

4. ***Supervision and Staff.*** The preconceived idea in many schools is that the same number of personnel required to prepare, serve, and supervise lunch would be required to operate a breakfast program. However, this is normally not the case. In actuality:

   - Schools with existing programs report that discipline problems are minimal, requiring limited supervision.
   - Teachers' contracts sometimes include morning supervision duties; teachers can specify breakfast supervision, bus arrival, or hall supervision.
   - Students needing supervision elsewhere in the school can be encouraged to participate in the breakfast program and eliminate the need for supervisory staff in other areas.
   - Students gathering for breakfast are positively occupied and do not require as much discipline.

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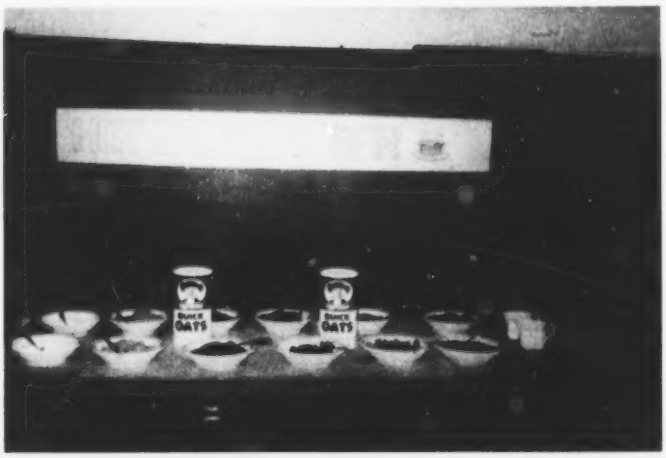
- The breakfast meal pattern allows for choices of breakfast foods that require minimal preparation time and staffing levels. There are many prepackaged breakfast items on the market that have proven acceptability among students. Prepackaged foods, such as bowl-pack ready-to-eat cereal, individually wrapped muffins, and frozen entrees such as French toast sticks and pancakes, require little time or labor.

5. ***Facilities.*** Many school buildings have limited space available, especially just before the school day when activities and meetings are often scheduled. Satellite kitchens may not have storage or cooking equipment to provide for breakfast foods, nor do they have cafeteria staff available to work in the early morning. To help address this concern:



- The breakfast menu can be planned to require minimal use of facilities and can even be served from a simple moveable cart, much like we see food being served in office buildings, hotels, etc.
- An area of the school that is unused in early morning, such as a gym or a large open hallway, can be set up as a temporary dining area.
- Prepayment can eliminate the need for money transactions at point of service.
- School districts can select one school building to feed all their students. Students are then sent to their individual buildings after they have eaten breakfast.

6. ***Administration.*** Reports required for a subsidized program are often seen as a burden of paperwork. In actuality:

- Reports and record-keeping procedures in place for lunch can be used for breakfast. For example the application process, the collection method, and cash deposit and meal count system for lunch can be duplicated at breakfast.
- The only additional paperwork for a breakfast program, not required in the lunch program, is the costing report. This report is required to be submitted in December and June for severe-need schools and once a year for the full-cost reimbursement schools.

7. ***Low Participation.*** Unrealistic expectations of the number of students who will participate in a breakfast program often foster a feeling among school district personnel that the program is unsuccessful and, therefore, unnecessary. You should know that:

- Even in the best run programs, breakfast participation will be lower than lunch participation, simply because some children are able to eat breakfast at home. In evaluating the success of the program, attention should be given to the students who consume breakfast at school and who otherwise would not have had any nourishment in the morning, rather than to the students who do not participate. These students would not have been able to achieve optimum classroom performance without breakfast.
- In order to be successful, breakfast must provide a good social experience for children. Promotions and advertising are important tools to encourage students to try breakfast at school.

The conclusion is that a school breakfast program can be run without causing major disruptions if the school is committed to the program.

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Merchandising the Breakfast Program

The best way to promote a new idea is to include the intended customer in the planning process. This can be accomplished through surveys that provide valuable information as to student and parent preferences. Sample monthly menus with a rating scale will help participants designate their preferences.

You can encourage the return of survey forms and accuracy in their completion through reward methods. Offering a prize for each survey returned may encourage greater response. Children will make sure their parent fills out the form if they are enticed by:

- a coupon for a free ice cream
- 25 cents off the price of a lunch or ala carte food at lunch
- a pencil with a catchy slogan or the school name
- a chance for a drawing for a more elaborate prize
- a gift for the classroom with the highest return rate, and/or
- a special school lunch, such as a beach party menu and deejay music for the entire school, — if surveys from 90 percent of school enrollment are returned. (Announce daily on the school public address the number that have been returned; make sure they are signed to eliminate duplication.)

Outreach and promotion expenses may be included in full-cost reimbursement, provided they are included in the district's proposal.

Testimonies from administrators, parents, students, and food service managers with successful programs are helpful in generating support for a new program. People in neighboring districts are especially influential.

A brief presentation on the breakfast program should be planned for a regularly scheduled PTA or public meeting to inform parents about the need for breakfast in school. Be sure to give a positive, rather than guilt-generating, message about children eating or not eating breakfast. A sample speech format is included in the appendix of this brochure.

Meetings with student groups should build anticipation and emphasize how the program will meet their needs. Appeal to student desire for a place to gather with friends in the morning. Provide students an alternative to breakfast at home, such as they can sleep a few minutes longer in the morning.

Although most teachers are well aware that classroom performance is seriously affected by poor nourishment, they may still be concerned that the breakfast program will cut into valuable teaching time. Work with the teachers to address their concerns and achieve the best scheduling through an open exchange of ideas.

Do not overlook the importance of newspaper and TV coverage. The community wants positive news about their school district. Showing you are taking steps to meet their needs and

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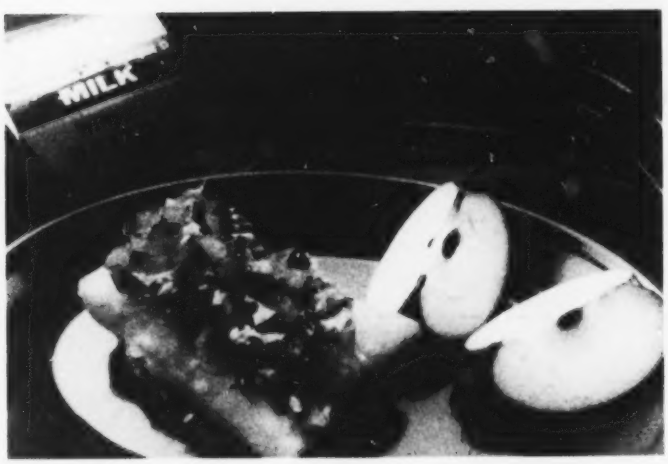
improve education will have a positive effect. The superintendent or public relations office can direct you to the media contact person for your district.

Getting students to try the program is probably the biggest challenge. They will hesitate to venture into the breakfast room alone. Therefore, promotions should appeal to groups whenever possible. Some suggestions include:

- Offer "Breakfast at Lunch" and get them to think about breakfast in school by offering a menu of breakfast foods at lunch. Make sure the meal meets the lunch meal pattern requirement for reimbursement.
- Encourage bringing a friend to breakfast (Join the Breakfast Club) by giving two student breakfasts for the price of one.
- Give a coupon for a breakfast at no charge with every lunch served on a specific day. Use this promotion to generate lunch sales as well as breakfast sales.
- Plan an International Breakfast Week and invite foreign language classes to breakfast on "their" day. Decorate for the ethnic theme.
- Advertise that a sticker will be given to each child who participates in the breakfast program on a given day. Stickers with breakfast themes are available for younger children.



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CONCLUSION

Nutrition and child-care advocacy groups, educators, the New York State Education Department, and the Food and Nutrition Service of the United States Department of Agriculture all agree on the importance of a School Breakfast Program. The correlation between breakfast and good health, development, and educational performance has made the need for breakfast a priority.

Technical and financial assistance are available from the State and Federal governments. Many schools see breakfast as a way to upgrade their food service program through additional State and Federal assistance without putting a burden on their own resources. Schools currently participating in the breakfast program are more than willing to offer advice and assistance, based on their own experiences, in initiating a breakfast program.

The first step is simple: Call your Field Service Team for materials and assistance to start a School Breakfast Program.

QUESTIONS / ANSWERS

1. ***May presweetened cereals be served as a breakfast food item?***

   YES. Any cereal made with enriched and/or whole grain ingredients may be served.

2. ***Must I offer choices of milk?***

   NO. You are not required to offer milk choices. However, if you already serve choices of regular, low-fat, and skim milk, students may be accustomed to the variety.

3. ***May I make coffee and tea available at the high school?***

   YES. These beverages may be available in addition to the breakfast food items.

4. ***May I serve hot chocolate?***

   YES. However, it must contain 8 ounces of fluid milk if it is to count as the milk item of the school breakfast. If made with water or less than 8 ounces of milk, it may be served in addition to the breakfast food items, but cannot count as a component of the reimbursable breakfast.

5. ***What hours must breakfast be served?***

   Breakfast hours must be at or near the beginning of the child's day at school, and shown in the program application submitted to your Field Service Team.

6. ***May I offer the program only to needy children?***

   NO. Breakfast must be available to all school children, regardless of eligibility status.

7. ***Do I have to serve a "hot" breakfast?***

   NO. Any combination of foods meeting the breakfast meal pattern requirements is acceptable.

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8. ***Can a breakfast program be operated by employees other than those who serve lunch, such as before-school day-care employees, parent volunteers, or student employees?***

   YES. Breakfast program operation is not limited to school lunch program personnel.

9. ***May a breakfast program be operated in a central location or school different from the place where the school children's classrooms are located and lunches are served?***

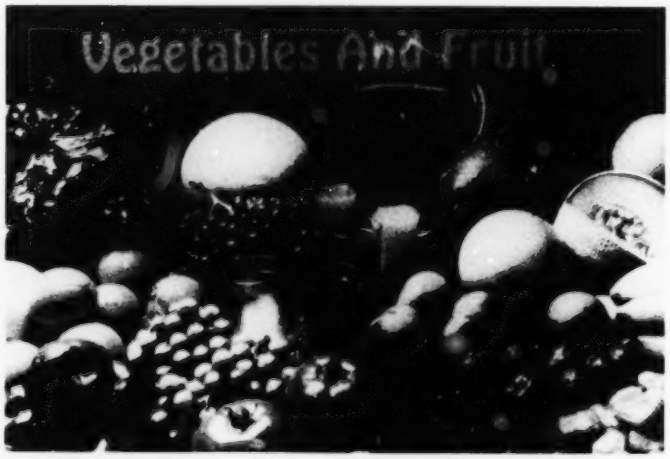
   YES. A separate community or district building may be used as a central breakfast room. The School Food Authority must designate this building as a site for the breakfast program. Community buildings which are used by the School Food Authority must comply with various Federal and State regulations. Copies of free and reduced price meal applications for eligible students served must be retrievable for that building.

10. ***If a student arrives at school late, after the breakfast period is over, may I still serve the child a reimbursable breakfast?***

    YES. If you wish, but regulations do not require one to be served to the child unless the reason for tardiness is the school's responsibility. For example, a late bus would require you to serve the student a breakfast.

11. ***May breakfast be served on a day when lunch is not served, such as a conference half-day or exam day?***

    YES. Breakfast may be served on any day in which school is in session for the purpose of instruction or examinations.



12. ***Does juice have to be full-strength (100 percent pure juice) to be used as the fruit component of breakfast?***

    NO. Juice drinks of at least 50 percent pure juice may be served but will count only as half of the fruit component. To meet the half-cup or 4-ounce fruit/vegetable component, 8 ounces of 50 percent strength juice would be needed.

13. ***May one food item count as two breakfast components?***

    YES. A 2-ounce portion of a bread item or a meat item each count as two components. The two other components of the breakfast pattern (fruit/vegetable and milk) must be offered in addition to the one food item to complete the meal.

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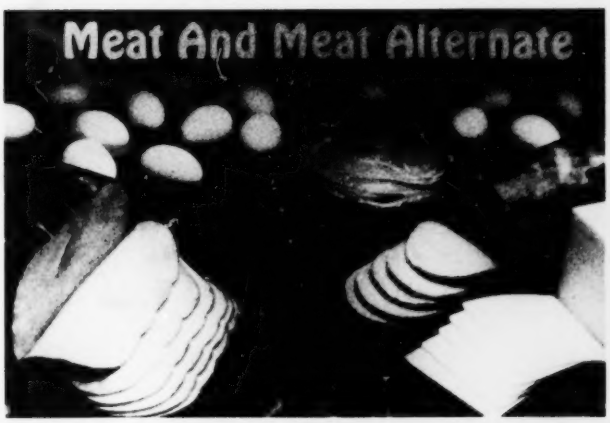

14. May breakfast be counted for reimbursement if served "family style" or at preset place settings?

YES. However, meal counts would need to be taken when the student is ready to consume the breakfast. In addition, presetting meal components will preclude the offer-versus-serve provision from being made available to students.

15. May substitutions in the food items served be made for medical or special dietary needs?

YES. Substitutions may be made when a written statement signed by a physician in the case of a handicapped student, or a recognized medical authority in the case of a nonhandicapped student, is kept on file. The statement should include recommended alternate foods.

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APPENDIX

SCHOOL BREAKFAST MEAL PATTERNS

Food Component/Items	Required Minimum Serving Sizes		
	Ages 1 & 2	Ages 3,4 & 5	Grades K - 12
MILK *(Fluid)* *(As a beverage, on cereal, or both)*	1/2 cup	3/4 cup	1/2 pint
JUICE/FRUIT/VEGETABLE [1] *Fruit and/or vegetable* *OR* *Full Strength Fruit/Vegetable Juice*	1/4 cup	1/2 cup	1/2 cup
Menus must offer at least 4 items: BOTH components above AND ONE serving from EACH of the following components OR TWO servings from ONE component.			
BREAD/BREAD ALTERNATE [2] *One of the following or an equivalent combination:* ■ *Bread (Whole grain or enriched)*	1/2 slice	1/2 slice	1 slice
■ *Biscuit, roll, muffin or equal serving of cornbread, etc. (whole grain or enriched meal or flour)*	1/2 serving	1/2 serving	1 serving
■ *Cereal (whole grain or enriched or fortified)*	1/4 cup or 1/3 ounce	1/3 cup or 1/2 ounce	3/4 cup or 1 ounce
MEAT/MEAT ALTERNATES *One of the following or an equivalent combination:* ■ *Lean meat, poultry or fish*	1/2 ounce	1/2 ounce	1 ounce
■ *Cheese*	1/2 ounce	1/2 ounce	1 ounce
■ *Large Egg* [3]	1/2	1/2	1/2
■ *Peanut Butter or other nut or seed butters*	1 Tbsp	1 Tbsp	2 Tbsp
■ *Cooked dry beans and peas*	2 Tbsp	2 Tbsp	4 Tbsp
■ *Nuts and/or Seeds (as listed in program guidance)* [4]	1/2 ounce	1/2 ounce	1 ounce

12/90

1. Recommended daily: A citrus juice or fruit or a fruit or vegetable that is a good source of vitamin C. (See Menu Planning Guide for School Food Service, PA - 1260)
2. For serving sizes of bread alternates, see Food Buying Guide for Child Nutrition Programs, PA - 1331.
3. Or cooked, frozen, whole eggs - .9 oz (see Food Buying Guide for Child Nutrition Programs, PA - 1331).
4. No more than one ounce nuts and/or seeds may be served in any one meal.

MENUS

INTERNATIONAL WEEK MENUS

French Day:
Grape Juice
French Toast
Milk

Italian Day:
Breakfast Pizza
Fruit
Milk

German Day:
Breakfast Sausage
Potato Pancake
Rye Toast
Milk

Spanish Day:
Tomato Juice
Scrambled Eggs with peppers and onions
Coffee Cake
Milk

Russian Day:
Rosey Applesauce
Russian Tea Bread
Milk

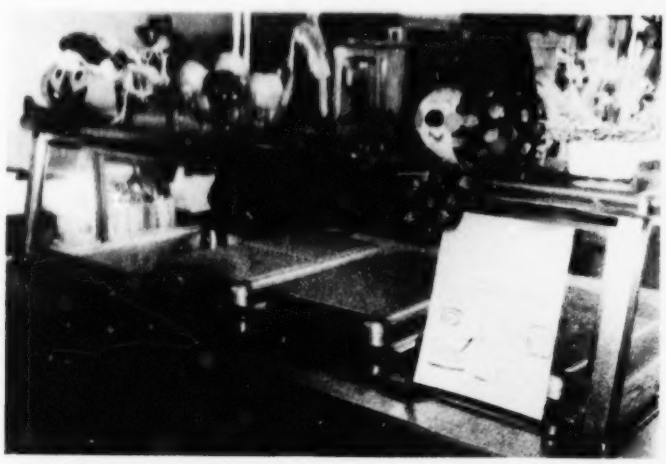
Mexican Day:
Pan Dulce (sweet roll)
Fruit Salad
Milk

THEME MENUS

National School Breakfast:
Pancakes with Apple
Cinnamon Compote
OR
Peanut Butter and Jelly on
Whole Wheat Toast or Bread
Orange Juice
Milk

Thanksgiving Breakfast:
Turkey Breakfast Pizza
Tomato/Vegetable Juice
Milk

Fall Harvest Breakfast:
Hot Mulled Apple Juice
Pumpkin Coffee Cake
Milk



Holiday Time Breakfast:
Cranberry Apple Juice
Cherry Blintzes
Milk

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French Day:
Croissant
Cheese Slice
Grapes
Milk

Beach Party Breakfast:
Pineapple Chunks
Pancakes'N'Sausage Dog
Milk

Moving-Up Day Breakfast:
Tall Glass Orange Juice
Foot-Long Bagel
Milk

Southern U.S. Day:
Corn Bread
Frizzled Ham
Sliced Peaches
Milk

Pacific Rim Day:
Ensimada (yeast roll)
Puffed Rice Cereal
Banana Slices
Milk

Eastern Europe Day:
Multigrain Bread
Whole grain Cereal with Chopped Dried Fruit
Warm Red Cherries
Milk

STUDENT BREAKFAST SURVEY

School _____ Grade ____

Name _____

Your school would like to find out whether you usually eat breakfast and if you would like to have a breakfast program at school each day. Please help us by answering these questions:

1. Do you usually eat breakfast before coming to school?

   ☐ yes ☐ no

2. If you usually eat breakfast:

   What time do you usually eat? _____ a.m.

   What food do you eat for breakfast? _____

   Do you fix your own breakfast? ☐ yes ☐ no

   Where do you eat breakfast?
   ☐ at home
   ☐ at the bus stop
   ☐ on the bus
   ☐ at school

3. What time do you get to school? _____ a.m.
4. Do you come to school by bus? ☐ yes ☐ no
5. Do you buy food on the way to school? ☐ yes ☐ no

   If you do, what kinds of food do you buy? _____
6. Do you usually eat lunch? ☐ yes ☐ no
7. Do you usually eat dinner? ☐ yes ☐ no
8. If you don't eat breakfast, what is the main reason?
   ☐ Not hungry at that time in the morning
   ☐ Would rather sleep later, than eat in the morning
   ☐ No food I like to eat at home in the morning
   ☐ Not permitted by parent to cook at home
   ☐ No one at home to eat breakfast with
9. Sample breakfast menus are shown on the attached page. If breakfast is available each day in school, about how many times would you eat? Check the number of times you think you might eat breakfast at school:

   ☐ every day ☐ many days ☐ once in a while ☐ never

PARENT BREAKFAST SURVEY

Your school district is considering offering the School Breakfast Program to our students. Studies have shown that more than 40 percent of children do not have an adequate breakfast, for a variety of reasons, before coming to school. The most common explanation is that many children are not comfortable eating a full breakfast until they are fully awake. Breakfast in school may provide nutrients for good health, which generally are not made up during the day. It may also decrease discipline problems resulting from hunger pangs and low blood sugar. Above all, it is well accepted that a hungry child cannot learn. A School Breakfast Program fits into the goals of education.

Results of the following questionnaire will be used to evaluate the need for a School Breakfast Program:

1. How many children do you have in school? _____

2. In what grades are they? _____

3. Do all adults in your household work outside the home? _____

4. At what times do your children leave for school? _____

5. Does someone in your household have time to prepare a morning meal for children?

   _____

6. What do your children usually eat in the morning before school?

   _____

7. Would having food available to your children at school in the morning be of any service to you?

   _____

   _____

8. Sample breakfast menus are shown on the attached page. One menu would be offered each day of the week. A monthly menu would be sent home just as the monthly lunch menu is sent home. At a reasonable cost for breakfast, how often would you expect your child to buy breakfast in school? (Students eligible for free lunch or reduced price lunch would automatically receive breakfast free or at a reduced price.)

   ☐ Every Day
   ☐ Four Days/Week
   ☐ Three Days/Week
   ☐ Two Days/Week
   ☐ One Day/Week
   ☐ Occasionally during Month
   ☐ Never

9. Additional comments you would like to make:

   _____

   _____

   _____

OUTLINE OF SPEECH

PARENT GROUP

I. Brief introduction of self:
- Position in school district
- Professional background
- Accomplishments in position
- Where you can be reached

II. Background of School Breakfast Program
- Began in 1966
- Reasons for its inception
- Relationship of breakfast to learning
- Changes in family life-style

III. Nutritional Value of Breakfast
- Estimated 1/4 of RDA
- Meal pattern
- Variety of foods offered
- Offer Vs. Serve
- Sample menus

IV. Breakfast Room Environment
- Serving schedule
- 10-15 minutes required to consume breakfast
- Supervision
- Busing accommodations

V. Cost of Program
- Funding school district can receive
- Automatic eligibility of free/reduced price lunch students
- Cost comparison with home prepared or purchased foods

VI. Summary
- References to neighboring school districts with successful breakfast programs
- Surveys
- Proposal: one- to three-year pilot
- Program not intended for all students to eat breakfast
- Positive effect in classroom will affect all students
- Address concerns raised by parents

NEWS RELEASE

[SCHOOL DISTRICT NAME] has implemented the School Breakfast Program in [SCHOOL NAME] as of [DATE]. The school district believes that this is a positive step to ensure that school children will never have to think about hunger pangs instead of classroom lessons. Many children skip breakfast before coming to school, but feel hungry later in the morning. Studies have found that children who eat breakfast in school improve by 20 percent in standardized test scores.

Promotions will be conducted in school to encourage students to try the School Breakfast. Students will be looking forward to:

[PROMOTIONS PLANNED].

The School Breakfast Program is part of the Federal Nutrition Program, established and regulated by the United States Department of Agriculture. Schools must meet the nutritional requirements set by the Federal government in order to receive funding for the program. Cost of the meal to students is based on the financial ability of the household to pay. Those students eligible for free or reduced price lunch will automatically be eligible for breakfast free or at a reduced price: 25 cents.

[SCHOOL DISTRICT NAME] is proud to offer a good start in the school day for all its students.

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